



NEWS RELEASE

Date: April 14th, 2010

FOR IMMEDIATE RELEASE

MORE BIKE STALLS TO BE INSTALLED DOWNTOWN

When Bike to Work Week begins on May 31st, cyclists will find 20 new bike parking racks waiting for them in Downtown Victoria. Not your ordinary bike racks, these twenty new spaces will be located in two, on-street parking stalls as part of a pilot project created by a partnership of the Downtown Victoria Business Association (DVBA), local cycling groups, and the City of Victoria, with the support of downtown businesses. The objective of this pilot bike rack initiative is to assess demand and determine if a permanent, covered bike parking facilities should be installed in the two locations as a means of adding to the downtown bike parking inventory.

The concept was developed in response to a request by Mountain Equipment Co-Op (M.E.C.) for more downtown bike racks. The DVBA created a committee comprised of M.E.C., Capital Bike & Walk Society, the Greater Victoria Cycling Coalition, Bike to Work Victoria, and the City of Victoria to identify on-street parking stalls which nearby businesses would be willing to have converted to use for bike parking. In its annual DVBA Membership Survey, 30 businesses expressed interest in having a pilot bike parking stall in front of their premises. These locations were reviewed by the Committee and two locations were selected, with the support of businesses on the blocks: the north side of the 700-block of Fort, between Douglas and Blanchard and the north side of the 600-block of Johnson, immediately east of Government.

The bike racks will be installed on May 29th so they'll be ready for used during Greater Victoria's 16th Annual Bike to Work Week and will remain in location until mid-November, allowing the Committee to assess use on a daily basis through a spectrum of weather conditions. If there is poor usage of the stall in the first few months of installation, the Committee will have it removed and place it another downtown location.

The Downtown Victoria Business Association's mission is to help make Downtown Victoria the destination of choice for Greater Victoria residents and visitors – for shopping, dining, entertainment, and other services; and to act as catalyst for vibrancy and prosperity in the downtown core through advocacy, marketing, events, improvements, and co-operative measures.

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For more information:

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